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ROCKY RIVER MASTER PLAN

PUBLIC MEETING 2 RESULTS REPORT



October 18, 2017



County Planning

Cuyahoga County Planning Commission

2079 East 9th Street
Suite 5-300
Cleveland, OH 44115

216.443.3700
www.CountyPlanning.us
www.facebook.com/CountyPlanning
www.twitter.com/CountyPlanning

About County Planning

The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.

Planning Team

Alison Ball, *Planner*
Glenn Coyne, FAICP, *Executive Director*
Patrick Hewitt, AICP, *Senior Planner*
Nichole Laird, *Planner*
Dan Meaney, GISP, *Manager, Information and Research*
Michael R. Mears, PLA, *Senior Planner*
James Sonnhalter, *Manager, Planning Services*
Robin Watkins, *Geographic Information Systems Specialist*

PJ Ginty, *Planning Intern*
Olivia Helander, *Planning Intern*
Charles Hogan, *Planning Intern*
Kayla Kellar, *Planning Intern*
Patrick McMahon, *Planning Intern*
Amelia Visnauskas, *Planning Intern*

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City of Rocky River

Pamela E. Bobst, Mayor
21012 Hilliard Boulevard
Rocky River, Ohio 44116

440.331.0600
www.RRCity.com

2016 City Council Members

Thomas J. Hunt, *President Pro tem, Ward 1 Councilmember*
James W. Moran, *President, Ward 2 Councilmember*
Michael P. O'Donnell, *Ward 3 Councilmember*
John B. Shepherd, *Ward 4 Councilmember*

David W. Furry, *At-Large Councilmember*
Brian J. Sindelar, *At-Large Councilmember*
Christopher J. Klym, *At-Large Councilmember*

Project Team

Pamela Bobst, *Mayor*
Andy Bemer, *Law Director*
Bill Bishop, *Planning Commission*
Jill Brandt, *Design and Construction Board of Review*

Mary Kay Costello, *Director of Public Safety Service*
Ray Reich, *Building Commissioner*
Christopher Wolf, *Board of Zoning and Building Appeals*

Working Group

Dan Bogre
Bill Brink
Scott Cowan
Jenny Deiringer
Mike Fruchey
Sam Gifford
Jim Gross

Gloria Hardington
Liz Harmath
John Hosek
Chris Klym
Liz Manning
Jamie Mason
Gregg Mylett

Ron Papajcik
Geof Pelaia
Jim Riedl
Joe Roszak
Mick Shoaf
Anna-Katrin Strauss
Jon Voight

INTRODUCTION

PUBLIC MEETING

The second Public Meeting for the Rocky River Master Plan was held on August 10, 2017, at the Memorial Hall. Approximately 80 residents, business owners, and public officials were in attendance.

During the Public Meeting, representatives from County Planning gave a presentation on results from the first Public Meeting and policy recommendations for Core Projects and Goals based on the community's vision. At the end of the presentation, County Planning asked the attendees for their comments and feedback about the proposed Core Projects and Goals. To gather feedback, individual boards featuring Core Projects and Goals, along with images depicting the proposed development or enhancements, were positioned around the room.

Equipped with dots, sticky notes, pens, and pencils, attendees were asked to provide feedback about the Core Projects and Goals in the form of a "Keep It"/"Change It" exercise. Voting to "Keep It" meant voting to keep the proposed projects or goals as they were presented while voting to "Change It" meant residents would like to change the project that was presented. When respondents chose "Change It", they were asked to provide further comments explaining what needed to be changed about a Core Project or Goal.

Following the Public Meeting, materials were posted online to allow additional residents to read the materials, comment on them, and provide feedback. The survey was open from August 10 to August 24, 2017.

This Results Report outlines the common themes derived from the Public Meeting comments and the "Keep It"/"Change It" exercise for each of the Core Projects and Goals.

NUMBER OF ATTENDEES AND COMMENTS

The second Public Meeting was attended by over 80 residents, and these attendees submitted approximately 140 written comments and hundreds of dots on the boards at the meeting. The online survey was taken by 101 people and included more than 450 individual comments.

COMMON THEMES

Respondents' individual comments were categorized by theme and changes to the proposed projects and goals. The number of comments in each category was summed to understand common trends among the comments. These themes are described for each Core Project and Goal.

STRUCTURE OF DOCUMENT

This document is organized by Core Projects and Goals. Each Core Project includes a description of the proposed project, the percent of respondents selecting "Keep It" or "Change It" from the meeting and online survey, and themes that were gleaned from the comments.

NEXT STEPS

This document, as well as the specific comments provided by respondents, was used to update the Core Projects and Goals, and to guide implementation planning. The most common topics helped inform the analysis, priorities, and recommendations of the Master Plan document.

Core Project 1 THE WESTWAY GATEWAY

The Westway Gateway Core Project outlined pedestrian, vehicular, and branding improvements at the intersection of Westway, Detroit, and I-90.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 98 people said to keep this project as it is, while 18 people said to change it.

Figure 1

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the common themes revolved around the proposed pathways, the decorative bridge, and the general priority for this project.

The most common theme among the comments was that the improved walkways were important. Respondents said they would like to see sidewalks that were safe, well-lit, and provided the needed connections.

The second most common theme was that this project, while good, was a lower priority compared to other areas and issues in the City.

Finally, there were numerous comments about the potential for decorative features on the bridge. Comments were roughly split for whether the decorative bridge was unnecessary and would lead to visual clutter, or whether improvements would provide a positive image and strong wayfinding for visitors.

Core Project 2

HILLIARD BOULEVARD ROAD DIET

The Hilliard Boulevard Road Diet Core Project outlined the potential to reduce the number of travel lanes on the easternmost portion of this road while providing for new development opportunities, bike paths, and landscaping.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 67 people said to keep this project as it is, while 38 people said to change it.

Figure 2

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the common themes revolved around traffic, new development, greenspace, and bike infrastructure.

The majority of comments centered on traffic and the potential for removing lanes. The most common comment was that traffic was a concern, especially if reducing the number of travel lanes. Understanding how traffic would be impacted as a result of a reduction in the number of lanes will need to be fully vetted before undertaking any changes.

Despite some trepidation regarding traffic, many comments also said the addition of bike infrastructure and landscaping was important. Many residents recognized the need to reduce lanes in order to provide the space needed for these features; however, residents preferred the small road diet over the large road diet in comments.

Finally, respondents particularly liked the potential for building renovation or new construction. Commentors said that buildings should be attractive and take advantage of views into the Rocky River Reservation.

Core Project 3

WOOSTER ROAD RECREATIONWAY

The Wooster Road Recreationway outlined a series of connections, improvements, and green spaces along Wooster Road that would link commercial districts and parks while taking advantage of impressive views into the Rocky River Reservation.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 87 people said to keep this project as it is, while 19 people said to change it.

Figure 3

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the common themes were positive. People liked the idea of overlooks, connections to Cleveland Metroparks, and green space. Some respondents did note the desire for bike lanes, pedestrian improvements to the bridges into Lakewood, and improvements to the Wooster and Hilliard intersection.

Core Project 4 THE BRADSTREET NEIGHBORHOOD

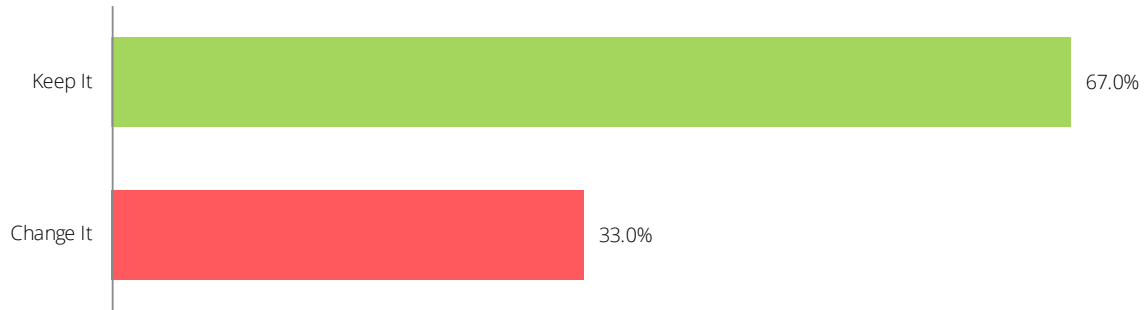
The Bradstreet Neighborhood project outlined changes to the Bradstreet's Landing park and surrounding area. This included a trail connection to Elmwood Park, green infrastructure to improve water quality, gateway signage, and housing.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked "Keep It" for this project. In combining the online and in-person results, 69 people said to keep this project as it is, while 34 people said to change it.

Figure 4

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the most common theme related to housing; however, other common themes included the general desire to see Bradstreet's Landing updated.

In terms of housing, those who left comments overwhelming sought to limit the size, type, and number of any new housing units. Many comments referenced the desire for greenery generally and to protect existing open space from new development. Residents also supported the idea that any new housing should match the aesthetics of the nearby and surrounding neighborhood.

Beyond housing issues, respondents liked the idea of updates to Bradstreet's Landing. Specifically, respondents said the pier could be an asset, a dock would be desired, and a restaurant or place to purchase food would be a good addition to the park.

Core Project 5

MUNICIPAL CENTER IMPROVEMENTS

The Municipal Center Improvements Core Project outlined potential changes to the Municipal Center. Those changes included trails and safer pedestrian pathways, the potential for new police and fire stations, and better access and security systems for the City Hall complex.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 79 people said to keep this project as it is, while 16 people said to change it.

Figure 5

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the most common themes related to traffic and signage. In terms of traffic, respondents liked the idea of improving the flow through the Municipal Center and within the parking areas. People said the parking area was especially confusing and would be improved with more coherent traffic design.

Comments about better signage followed with the traffic concerns. Residents would like better signage into and within the Municipal Center to improve the flow of traffic and safety of users.

Other comments were generally in favor of the development or brought up specific issues or ideas such as adding artwork, including community gardens, or constructing trails and sidewalks throughout the center.

Core Project 6

REIMAGINING MARION RAMP & ALLEN COURT: DEVELOPMENT OPTIONS

The Reimagining Marion Ramp & Allen Court Core Project outlined two possible development options for the future. Option one covered the repair and replacement of the existing Marion Ramp structure. Option two provided an alternative development scenario for the removal of the ramp including a new connector road into Downtown River and increased public space and parking.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 79 people said to keep this project as it is, while 16 people said to change it.

Figure 6

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the most common themes related to how removal of the Marion Ramp would affect traffic patterns and possible redevelopment options for the ramp. In terms of traffic patterns, the respondents wrote that removal of the Marion Ramp would cause congestion along Linda Street and Detroit Road and cause Beachcliff Boulevard to become a “cut-through.”

Another theme among the comments was to keep the Marion Ramp and facilitate biking improvements and create pedestrian paths along the Marion Ramp and into surrounding areas.

Core Project 7

DOWNTOWN RIVER PARKING & DEVELOPMENT

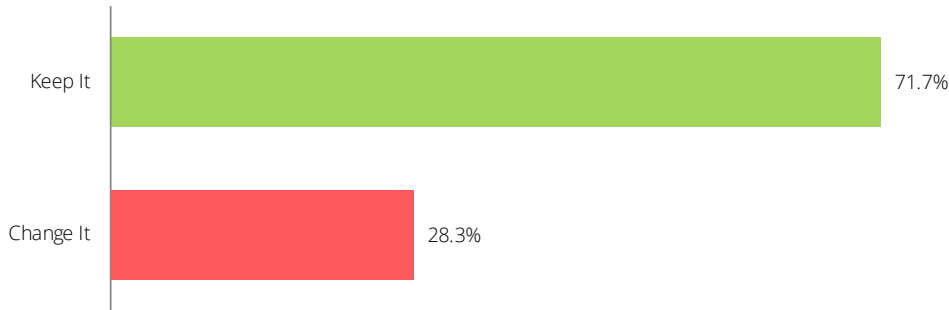
The Downtown River Parking & Development Core Project outlined the potential to construct a parking garage to both provide additional parking for Downtown merchants and free up existing surface and street parking for improvements such as a public plaza or new development.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 66 people said to keep this project as it is, while 26 people said to change it.

Figure 7

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the most common themes were concerns about the effect additional development would have on the character of Downtown River. Other comments noted the need for bicycle and pedestrian connections to Rocky River neighborhoods and Lakewood, and the desire for new development Downtown.

In terms of the concern for the character of Downtown River, a number of respondents said they would prefer to leave Downtown as it is or to not have a parking garage. For others, the concern was about the look and feel of a garage. Residents would like any parking garage to fit with the character of Rocky River and blend seamlessly into the historic context of the City.

Core Project 8

LINDA STREET DISTRICT DEVELOPMENT

The Linda Street Core Project outlined changes to the design and layout of Linda Street including moving existing parking closer to the street to provide room for a larger sidewalk, outdoor patio space, trees, and landscaping.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 66 people said to keep this project as it is, while 26 people said to change it.

Figure 8

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, few common themes emerged. Some topics that were repeated were general comments in favor of the project, generally opposed, or discussions about the priority for the project. The only comments about the specific design of Linda Street repeated the need for parking and pedestrian improvements such as wider sidewalks or safer crossings.

Core Project 9

CENTER RIDGE ROAD EAST WALKABLE DEVELOPMENT

The Center Ridge Road East Walkable Development Core Project outlined changes to Center Ridge Road that include transportation improvements, changes to the design of new structures, and landscaping changes that over time should lead to a more walkable environment along Center Ridge Road.

KEEP/CHANGE EXERCISE RESULTS

A majority of respondents marked “Keep It” for this project. In combining the online and in-person results, 72 people said to keep this project as it is, while 15 people said to change it.

Figure 9

Percent of Respondents Selecting to Keep or Change the Core Project



COMMON THEMES

Among the comments left online and in person, the most common themes were general approval of the concept, concerns about traffic, the desire for more attractive structures, and changes to some of the proposed connections.

The most popular comment was that any changes to Center Ridge Road were likely to improve the corridor. Respondents generally felt the corridor did not match the quality of Rocky River and should be improved.

Some commentors said they were concerned about traffic, especially with the potential for on-street parking. Some residents said they would like to see traffic move faster and not be impeded.

Some residents also noted the desire for more attractive buildings along Center Ridge Road, with some specific calls for a design district or other zoning change to ensure new buildings were constructed with appropriate aesthetics.

Finally, some comments specifically pointed to the road connection between Center Ridge Road and Westmoor Road. Residents did not like the potential connection, saying that it would increase traffic on currently quiet residential streets. Some commentors would rather see a pedestrian path than a full road to connect Westmoor to Center Ridge Road.

Goal 1 ENHANCE AND PROGRAM PARKS AND PUBLIC SPACES

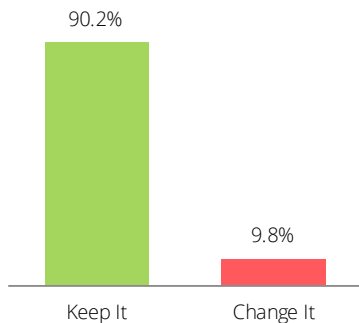
This Goal describes actions for improving and programming existing and expanded green spaces.

KEEP/CHANGE EXERCISE RESULTS

In combining the online and in-person results, 83 people said to keep this project as it is, while 9 people said to change it.

Figure 10

Percent of Respondents Selecting to Keep or Change the Goal



COMMON THEMES

Most residents were interested in fixing existing parks and focusing on their upkeep. Specific comments called for sustainable stormwater management, parking at Rocky River Park, fixes to restrooms, and needs at Martins Park.

Goal 2 IMPROVE STREETSCAPES THROUGH INFRASTRUCTURE REPAIR & ENHANCEMENT

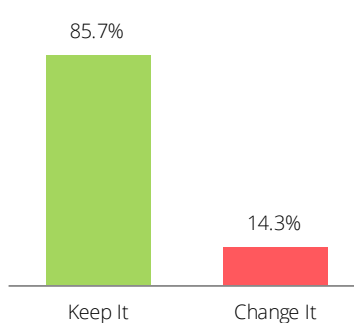
This Goal describes actions for upgrading the City's infrastructure and improving aesthetics with trees, lighting, and other features.

KEEP/CHANGE EXERCISE RESULTS

In combining the online and in-person results, 78 people said to keep this project as it is, while 13 people said to change it.

Figure 11

Percent of Respondents Selecting to Keep or Change the Goal



COMMON THEMES

Most residents were interested in repairs to streets such as fixing potholes and burying powerlines as a way of improving the look of the community.

Goal 3 CONSTRUCT A CITYWIDE TRAIL AND BICYCLE NETWORK

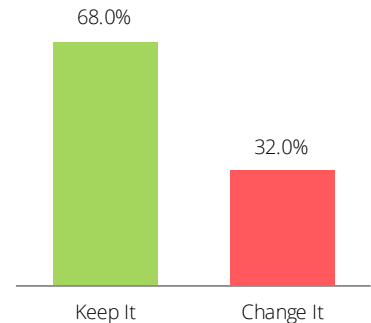
This Goal describes actions for developing a bicycle and all-purpose trail network that will connect activity centers and neighborhoods.

KEEP/CHANGE EXERCISE RESULTS

In combining the online and in-person results, 66 people said to keep this project as it is, while 31 people said to change it.

Figure 12

Percent of Respondents Selecting to Keep or Change the Goal



COMMON THEMES

Respondents talked about their general preference for adding bike paths to make getting around the community safer, or they spoke about a general distaste for trails because they feel it is unnecessary or that right-of-way space should be used to move traffic more quickly.

Specific comments asked to extend the existing bike lanes in Westlake through Rocky River along Hilliard Boulevard and to remove the proposed Beaconsfield Median Trail. Other specific concerns were about the need for safer crossings at intersections and a desire to not narrow roads.

Goal 4 INCENTIVIZE THE BEAUTIFICATION OR REHABILITATION OF DISTRESSED PROPERTIES

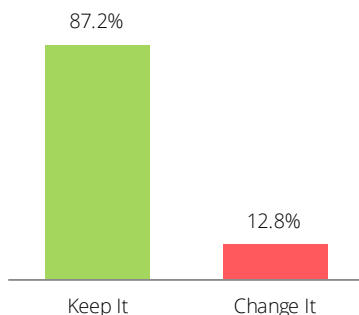
This Goal describes actions for incentivizing the improvement of poorly maintained properties, monitoring properties, and landscaping.

KEEP/CHANGE EXERCISE RESULTS

In combining the online and in-person results, 82 people said to keep this project as it is, while 12 people said to change it.

Figure 13

Percent of Respondents Selecting to Keep or Change the Goal



COMMON THEMES

Few common themes emerged. Some residents felt incentives should not be used to assist in the rehabilitation of properties while others felt assistance should be given to assist those having difficulty maintaining their home, such as the elderly.

Goal 5 BEAUTIFY THE CITY AND PROTECT THE ENVIRONMENT WITH GREEN INFRASTRUCTURE

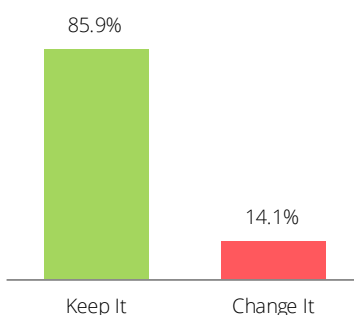
This Goal describes actions for developing regulations to increase green infrastructure such as rain gardens and tree canopy coverage.

KEEP/CHANGE EXERCISE RESULTS

In combining the online and in-person results, 79 people said to keep this project as it is, while 13 people said to change it.

Figure 14

Percent of Respondents Selecting to Keep or Change the Goal



COMMON THEMES

Few common themes emerged.

Goal 6 SUPPORT THE GROWING SENIOR POPULATION WITH HOUSING, AMENITIES, AND SERVICES

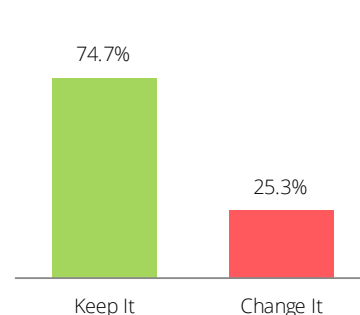
This Goal describes actions for maintaining, developing, or expanding the services needed to support the growing senior population.

KEEP/CHANGE EXERCISE RESULTS

In combining the online and in-person results, 71 people said to keep this project as it is, while 24 people said to change it.

Figure 15

Percent of Respondents Selecting to Keep or Change the Goal



COMMON THEMES

Few common themes emerged.



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